Today, 21 million American smokers will go out to eat. That's a market you can sink your teeth into!

America's smokers love to go to restaurants. They do so with great frequency. Their tastes in food span the globe— American, Italian, Chinese, French, Japanese and Mexican cuisines. America's smokers feed this country's food service industry.

The American Smoker- an economic force.

PHILIP MORRIS
MAGAZINE

Presented by Philip Morris Magazine in the interest of America's 55.8 million smokers.

Source: The Roper Organization

2046737555

Source: https://www.industrydocuments.ucsf.edu/docs/gxbj0000